Downtown Winston-Salem Business Improvement District

Public Input Session
March 23, 2016
Background

• Created by the Mayor and City Council on November 25, 2013
• Current tax rate of $.09 per $100 of valuation on real and personal property (including registered motor vehicles)
• Annual work plan implemented via a contract with the Downtown Winston-Salem Partnership (DWSP)
• Effective July 1, 2014
Map of Downtown Winston-Salem Business Improvement District
Downtown Winston-Salem Business Improvement District Advisory Committee

• Voting Members
  • Retail – Dana Suggs
  • Resident – Suzy Baxter
  • Restaurant – Vivian V. Joiner, Vice-Chair
  • Hotel – Richard Brooks
  • Real Estate Developer – Richard M. Miller
  • Large Property Owner – Anthony (Tony) Brett
  • DWSP Board Member – Ralph Womble, Chair
  • DWSP Board Member – Betsy Hamilton
  • DWSP Board Member – Adam Raak

• Non-Voting Members
  • City Manager’s Designee – Stephen Hawryluk
  • Financial Professional – Kenneth Steele
Downtown Winston-Salem Business Improvement District Advisory Committee

• Duties and responsibilities
  • Prepare the annual work plan
  • Recommend an annual budget to the Mayor and City Council
  • Provide financial, program, and staff oversight with regards to the Downtown Winston-Salem Business Improvement District
FY 2015-16 Budget and Work Plan

- Operating Budget

<table>
<thead>
<tr>
<th>SERVICE AREA</th>
<th>ADOPTED BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleaner Environment/Safety and Security</td>
<td>$314,490</td>
</tr>
<tr>
<td>Stronger Marketing and Promotion</td>
<td>54,910</td>
</tr>
<tr>
<td>Accelerated Development</td>
<td>14,980</td>
</tr>
<tr>
<td>Enhanced Physical Appearance</td>
<td>49,380</td>
</tr>
<tr>
<td>Administration</td>
<td>70,610</td>
</tr>
<tr>
<td><strong>Total Operating</strong></td>
<td><strong>$504,370</strong></td>
</tr>
</tbody>
</table>

- Total: $504,370
Cleaner Environment/Safety and Security

• “Clean Team Ambassador” service
  • Pan and broom
  • Litter removal from sidewalks, storefronts, curbs, gutters
  • Pressure wash sidewalks
  • Snow and ice removal on sidewalks
  • Provide directions, information, and assistance to visitors, workers, residents

• Services provided by the Budd Group
  • Services began on September 22, 2014
  • Service seven days per week
  • Primary hours between 6:30 am and 2:30 pm
Cleaner Environment/Safety and Security

Leaf Removal

Before – December 2014

After – Clean Team Ambassadors
Cleaner Environment/Safety and Security

Graffiti Removal

Before – Graffiti reported to City Link at 4:18 pm on 12/4/14

After – Graffiti removed by Clean Team at 7 am on 12/5/14
Cleaner Environment/Safety and Security

Power Washing
Cleaner Environment/Safety and Security

Workload measures for Clean Team Ambassadors

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>Q1 – FY 16</th>
<th>Q2 – FY 16</th>
<th>Total – FY 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bags of litter removed</td>
<td>443</td>
<td>564</td>
<td>1,007</td>
</tr>
<tr>
<td>Pounds of litter (45 lbs. per bag)</td>
<td>19,935</td>
<td>25,380</td>
<td>45,315</td>
</tr>
<tr>
<td>Leaf and litter vacuum hours</td>
<td>55</td>
<td>137</td>
<td>192</td>
</tr>
<tr>
<td>Back pack (blower) hours</td>
<td>58</td>
<td>139</td>
<td>197</td>
</tr>
<tr>
<td>Pressure washing hours</td>
<td>14</td>
<td>9</td>
<td>23</td>
</tr>
<tr>
<td>Graffiti removal hours</td>
<td>32</td>
<td>102</td>
<td>134</td>
</tr>
<tr>
<td>Number of calls/emails</td>
<td>58</td>
<td>68</td>
<td>126</td>
</tr>
</tbody>
</table>
Stronger Marketing and Promotion

• Redevelopment of downtown website
  • Contract with Wildfire
  • [www.downtownws.com](http://www.downtownws.com)

• Downtown marketing
  • Contract with Garage Branding

• Promotion of downtown events
  • Holiday Events
  • Restaurant Week – February 22 – 28, 2016
Stronger Marketing and Promotion

Social media data

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<th>Q1 – FY 16</th>
<th>Q2 – FY 16</th>
<th>Total – FY 16</th>
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</thead>
<tbody>
<tr>
<td>Traffic to website (page views)</td>
<td>14,289</td>
<td>23,650</td>
<td>37,939</td>
</tr>
<tr>
<td>New Facebook likes</td>
<td>458</td>
<td>412</td>
<td>870</td>
</tr>
<tr>
<td>New Twitter followers</td>
<td>675</td>
<td>510</td>
<td>1,185</td>
</tr>
</tbody>
</table>

- As of December 31, 2015, the Downtown Winston-Salem Partnership had 4,514 Facebook likes and 10,898 Twitter followers
- Website and social media links
  - Website: [www.downtownws.com](http://www.downtownws.com)
  - Facebook: [www.facebook.com/downtownWS](http://www.facebook.com/downtownWS)
  - Twitter: @DowntownWS (www.twitter.com/downtownWS)
Accelerated Development

- Annual Downtown Business Improvement District Report
- Economic development recruitment data and print materials
Enhanced Physical Appearance

• Holiday decorations
• Pole banners
• Additional cigarette receptacles
• Water stations for pets
• Increased landscaping
• Tree well fencing
Administration

• Costs associated with management of service contracts
  • Clean Team Ambassadors
  • Wildfire website design
  • Garage Branding marketing

• Support of Downtown Winston-Salem Business Improvement District Advisory Committee
Questions?

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